

Dealing with Dealers

Car Dealers, FFVs & E85

*US Dept of Energy Clean Cities
Coordinators' Meeting
March 6, 2006*

*Tim Gerlach
American Lung Association of the
Upper Midwest*



Dealers, FFVs & E85

Realities:

- Expect setbacks
- 1 out of 10 may show interest
- World (*their world*) is changing fast
- Position yourself to catch them
- No E85 stations near them?



They can help you make it happen.

2A-Sleepy Eye Herald-Dispatch
Thursday, February 9, 2006

E85 is here

Chuck Spaeth Ford becomes first car dealer in MN to sell E85 at retail

By Anthony Hauck
Staff Writer

"Of all the places that should have it, why not Sleepy Eye?" said Chuck Spaeth of Chuck Spaeth Ford in Sleepy Eye.

He's talking about E85, fuel made from 85 percent ethanol and just 15 percent petroleum, and it's no longer a question. Late last month, Chuck Spaeth Ford became the first car dealer in Minnesota, and the second nationwide, to sell E85 fuel at retail when it was added to their fuel island.

Already, 200 gallons of E85 have been pumped at Chuck Spaeth Ford, and they fully expect that number to increase in the future.

What are additional advantages of E85? Ethanol is renewable, less toxic, and burns cleaner than standard gasoline. E85 is also typically priced lower than gasoline.

That is the least important advantage, according to Mike Carr of Chuck Spaeth Ford. "Some people think 'I'm going to get it because it's cheaper,' but there's more to it than that," he said. "It supports the area."

What vehicles are capable of using E85? They're called Flexible Fuel Vehicles, or FFVs, and you may already be driving a vehicle capable of making the switch. To be certain, check under the fuel lid for a decal that indicates the use.

"If you're still unsure about E85, stop and ask us," said Nick Finstad of Chuck Spaeth Ford.

The only minor knock on E85 is that it may achieve the same mileage efficiency as standard gasoline. The key might be making sure you're not filling your vehicle with E85 one fill up, and regular unleaded gasoline the next.

"If people try hard to run their



CHUCK SPAETH FORD in Sleepy Eye has the distinction of being the first Minnesota car dealership to offer E85 at retail. From left, Zac Brown, Nick Finstad, and Chuck Spaeth.

vehicle with E85 all the time, it improves efficiency," Finstad said.

Spaeth himself is excited about the opportunity to offer a product that's environmentally friendly

and good for the community. "I want to put E85 in every vehicle I can," he said.



Dealers, FFVs & E85

Low Cost to Higher Cost

- **Easiest:**

- Hangtags/literature/window clings


- **Medium:**

- Presenting to sales/service staff
- Joint promotions with station & others


- **Most Involved:**

- Contests ~ *Preferred E85 FFV Dealers*





**MN Dealers
Compete to
Sell E85
Flexible Fuel
Vehicles.**



***Free E85 With Your
New GM FFV**

December 4 - 9, 2003

Ask a Clement's E85 FFV
expert for details

Sponsors

Nicollet County Corn Growers
Blue Earth County Corn Growers
Clement's Chevrolet
Mankato Kwik Trip (Hwys 169 & 14)
American Lung Association of Minnesota
and the Minnesota E85 Team

www.CleanAirChoice.org

Made in USA. Clean. Renewable. 105-Octane.

*FFVs use E85 or gas interchangeably. Fuel lid decal indicates E85 use. Call 1(800) LUNG-USA.

Clement's is proud to be your #1 source of GM flexible
fuel vehicles in the Mankato area. Consider the benefits
of a new FFV and fueling E85. Minnesota is home to
nearly 90 E85 stations - including Mankato's Kwik Trip!



For *Flexible Fuel Vehicles



Preferred E85 FFV Dealers Contest

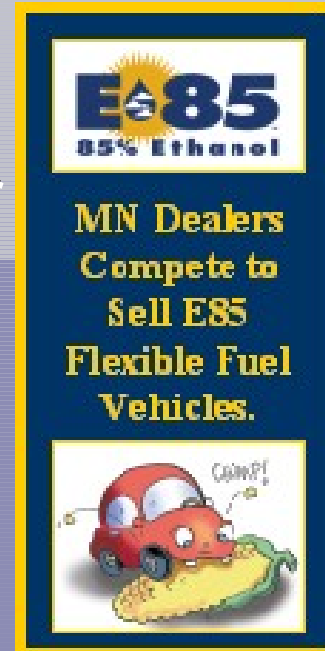
- 3 Months ~ \$6000
- 12 selected dealers (rural/urban, big/small, brands)
- Dealer “principal” signed agreement to:
 - Actively participate
 - Badge FFVs on the lot (random checks were conducted)
 - Incorporate E85 logo and taglines into existing print ads
 - Fax-back forms for each sale or lease (we hold confidential)
- Dealer received:
 - Materials, support, etc.
 - Top salesperson at each dealer each month: \$100
 - Sales manager received \$150 at end of successful trial
 - Prizes for top 3 salespeople: \$1000 Vegas trip; MN resorts



Preferred E85 FFV Dealers Contest

Results:

- 3 Months ~ \$6000 ~ Time-Consuming
- Weekly fax & email updates
- Dealer site on CleanAirChoice.org
- 6 active dealers plus 1 late-bloomer
- FFVs badged on the lots
- Newspaper ads valued at \$\$\$
- ~70 FFVs sold including 1 state senator
- Mailing to owners (coupons, info, etc.)
- Dealers know us as contact
- 3 dealers continue print ads today

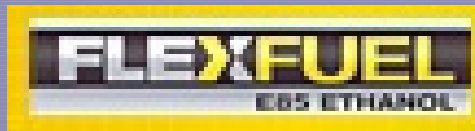


Dealers, FFVs & E85

Closing Thoughts:

- Be flexible:
 - 1st 50 items free – Then, have order form ready
 - Design an E85 FFV print ad – Provide taglines
 - Provide release (or template) for local paper
- Local supporters and customers can break the ice
- Several angles will reinforce message
- Situation is changing rapidly. More FFVs. More E85.

FFV Advertising out of Detroit is waking them!



SELECTION

SELECTION

FINANCING
AS LOW AS
0%
in lieu of rebate

SELECTION

OVER **75**
NEW CARS,
TRUCKS, VANS,
SUV'S ON OUR LOT
OR BEING BUILT
FOR US.



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All new, great ride, great economy, great price. You won't believe the room and comfort.

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Hard working van for hard working people. Express can meet all your commercial needs.

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E85
85% Ethanol

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2005 Suburban LT 4x4

Pack up the family and hit the road. Comfort, entertainment, and environmentally friendly with E-85 flex fuel demo.

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Must finance with GMAC-WAC

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CHUCK SPAETH FORD

SLEEPY EYE
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NEW ULM
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E85
85% Ethanol

IS HERE!



2005 Mercury Sable GS, \$14,595



2005 Ford Taurus SEL, \$14,905



2000 Ford Taurus SE, \$6,900



2005 Ford Explorer 4x4, \$20,905



2003 Ford Explorer, \$17,903



2003 Merc. Mountaineer, \$19,903

Also save on these used vehicles



2003 Ford Ranger S/Cab, \$15,903



2003 Ford Ranger S/Cab, \$16,595



2001 Ford Ranger S/C, \$12,901

**Goal: They do it
because it's just
smart business.**

E85
85% Ethanol

More E85 & FFV info

National Ethanol Vehicle Coalition

- www.E85Fuel.com

American Lung Association of the Upper Midwest

- www.CleanAirChoice.org

USDOE EERE E85 Fleet Toolkit

- www.eere.energy.gov/afdc/e85toolkit/

